



DramaDirectory

Your guide to European TV Drama Commissioning Editors and Buyers

2014
UPDATE





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INTRODUCTION

The network of MEDIA Desks and Antennae in Europe is delighted to publish the second edition of the Drama Directory, a Guide to European TV Drama Commissioning Editors and Buyers.

We had become aware of an information gap in this area in our work with clients, in particular with applicants for the TV Broadcasting support scheme. We thought the best way to address this was to make use of our own network, with each MEDIA Desk providing information on TV Channels in its own territory. It has proved to be a rewarding collaboration – a true European co-production.

We would like to take this opportunity to thank the participating Broadcasters for their generosity in providing the information contained in this Directory, the European Audiovisual Observatory for allowing us to use information from the MAVISE database and the Broadcasting Authority of Ireland for sponsoring this publication.

This directory is complementary to all market and database initiatives funded by MEDIA with the aim to achieve a transparent single market for all Audiovisual programmes in Europe. Examples of other MEDIA publications include the Training and Networks guide and the Markets and Networks Guide which can be downloaded from the MEDIA website.

We hope the Drama Directory will continue to be a useful resource for Television Drama Producers and Broadcasters alike. We welcome your feedback and suggestions for future editions.

THE MEDIA DESKS AND ANTENNAE





AUSTRIA

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The most important broadcaster in Austria is still the public service ORF, which has gradually been losing market share since the introduction of private television. The channels ORF1 and ORF2 had a combined average market share of 37% in 2010 (down almost 10% since 2006). ORF2 is still the most popular channel, with 22.5% of viewers on average. German television is also popular in Austria. The main German private channels have Austrian versions, with a combined audience share in 2010 of more than 25% (the most important of these being RTL Österreich, Sat1 Österreich and ProSieben Austria). German public service channels had a combined audience share of more than 10%. The main private channel is ATV (launched in 2003) with an audience share of 3.4% in 2010. More private channels have recently been launched: Austria 9 TV, (Burda Verlag) in 2007; and Puls 4 (ProSiebenSat.1 Media AG) in 2008. In 2009 Salzburg TV was rebranded as Servus TV and became a national channel. (Audience data source: Eurodata TV Worldwide/ AGTT / GfK Teletest).

Following an investigation completed by the European Commission in 2009 regarding the financing and remit of the public broadcaster ORF, a new media law was passed in July 2010. The regulatory authority KommAustria, was given responsibility for legal supervision of the public service broadcaster (ORF). The financing of the ORF should follow EU standards regarding commercial and non-commercial activities, and a clear public service remit of the broadcaster should be developed. New services have to undergo a “public interest test”.



Das Jüngste Gericht, (The Last Judgement), 2007 – Production Company: Lisa Film

AUSTRIA



ORF

ORF is an independent public service broadcasting corporation. It has two national TV channels: ORF 1 and ORF 2 plus four national and nine regional radio channels, all financed by licence fees and advertising. The TV channels are complementary and are both transmitted by terrestrial network as well as satellite in collaboration with 3sat.

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AUSTRIA



BELGIUM

The three Communities (Flemish, French and German-speaking) each have responsibility for audiovisual communication and constitute separate markets, the common feature being the fact that all three markets have been extensively cabled for three decades and are thus able to receive the channels of neighbouring countries. They each have their own systems of regulating the audiovisual media and their own public service broadcasters, namely the VRT, the RTBF and the BRF respectively.

The main players in the Flemish Community are VRT, which operates the public channels Één, Ketnet and Canvas, and VMMa (Vlaamse Media Maatschappij), which runs the channels VTM, 2BE, Anne, Jim and vtmKzoom.

Één (VRT) continues to dominate the market, with a steadily rising daily audience share, which reached 33% in 2010 (compared with 28.7% in 2006). Behind Één in audience terms are the channel VTM (20.4%) and the second public channel Ketnet/Canvas (children's programmes during the day and cultural programmes in the evening), followed by VT4 and 2BE. The rest of the market is split between a number of special interest channels set up in the Flemish Community as well as French and Dutch language channels.

In the French Community, the main operators of television channels are, apart from RTBF (La Une, La Deux and La Trois), the RTL group, with its three channels RTL-TVI, Club RTL and Plug RTL that target Belgium but operate under Luxembourg law, and the AB group (AB3, AB4 and AB Shopping). RTBF has significantly modified its range of channels in 2010: it ceased broadcasting its international channel RTBF Sat in February, launched HD versions of its three channels in May and revamped the programming line-up of La Trois in September.

RTL-TVI continues to dominate the market with a 21.5% daily audience (and a prime time market share of 28.8%). The second most important Belgian channel is La Une (RTBF), with a 14.5% market share. The other Belgian channels have a combined share of less than 5% (Club RTL, La Deux, AB3, etc) and a significant number of viewers still turn to the French channels, which command about a third of the audience share. (Audience data source: Eurodata TV Worldwide / CIM / GfK Audimétrie SA)

In the German-speaking Community, the majority of the population (about 74 000 inhabitants) choose to watch the German television channels.

Almost 100% of Belgian households subscribe to pay-TV, this mainly being due to the extent of the country's cable network.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



The Spiral. Produced by Caviar, Belgium. Developed with the support of the MEDIA Interactive support scheme.

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BELGIUM (FRENCH-SPEAKING)



Owned by cable operator Tecteo, BeTV offers a digital package of thematic channels (pay TV), Be Premium, including cinema (Be1, Be Ciné), series (Be Series) and sports (Be Sport 1, 2 and 3). It also distributes specialized services (Be Enfant, Be Documentaires, Be Charme) as well as a VoD catalogue. 61% of the programming on Be1 is made of films. Most of its acquisitions come from Canal + France.

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RTBF, the public broadcaster in the French-speaking community, operates 3 channels: la Une, la Deux, la Trois. La Une is focused on information, entertainment and generalist programmes. La Deux is more oriented towards series and sports. La Trois is a children's channel in the daytime and a more cultural one (documentaries & films in original version) in the evening.

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BELGIUM (FLANDERS)



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BELGIUM (FLANDERS)



SBS BELGIUM, VT4 AND VIJFTV

VT4 is a private generalist channel with national coverage in Belgium, but focusing on the country's Flemish (i.e. Dutch speaking) community. VT4 offers free tv and broadcasts 168 hours per week. VIJFtv is a lifestyle free tv channel specifically targeted at (young) women in the Belgian-Flemish community. VIJFtv also airs 168 hours per week.

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BELGIUM (FLANDERS)



CYPRUS

The broadcasting market in Cyprus is dominated by the channels of the public service broadcaster CYBC (RIK1, RIK2, RIK HD and RIK Sat), which had a combined audience share of 19.7% in 2010, and four national private channels: Sigma, ANT1, Mega and Plus TV, who all registered an increased audience share in 2010 (21.3%, 20.7%, 14.3% and 4.1% respectively). (audience data source : Eurodata TV Worldwide / AGB Nielsen Media Research Cyprus)

As well as ANT1 and Mega, a new sister channel of a Greek commercial station was launched in 2011 (Mad Cyprus) and another is expected by the end of 2011, with the free terrestrial channel Star Channel Cyprus due to replace terrestrial pay-TV channel Alfa TV, which was taken off the airwaves in summer 2011.

The transition to DTT has particularly affected the local television landscape in Cyprus. In the absence of a local DTT network, several local stations have begun to broadcast nationally, in some cases with a revised programme schedule, while others have had to cease broadcasting either temporarily or permanently.

Analogue terrestrial signals were switched off on 1 July 2011, after a short transitional period.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



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CYPRUS



ANT1 TV

Launched in 1993, Ant1 TV is an analogue terrestrial generalist channel with national coverage, broadcast in Modern Greek. The channel is free and active 168 hours per week. Ant1 TV is a sister channel of ANT1 TV (Greece). It was the first private channel to be launched after Cyprus broadcasting liberalisation.

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CYPRUS



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CZECH REPUBLIC

SOURCE: MAVISE Database – a database provided by the European Audiovisual programmes and the funding of Czech cinematography

In the Czech Republic, the television market continues to be dominated by the private channel Nova TV (Central European Media Enterprises), which in 2010 had a market share of 28.9 % (down 13 % since 2006). The public service broadcaster Czech Television, had a total market share of 27 % thanks to the growth of CT24 and CT4. In third place is the private channel Prima TV (Modern Times Group), which had a share in 2011 of 17.4% (down from 20.2% in 2006). (Audience data source: Eurodata TV / ATO / Mediaresearch)

All the main operators have launched additional channels over the past 3-4 years. The Nova TV family channels include Nova Sport and Nova Cinema and the female oriented channel Fanda launched in 2012. The public service broadcaster has a sport and a news channel (CT 4 Sport and CT 24), and has also launched several HD channels. Prima TV also has two entertainment channels: Prima Cool targeting men, and Prima Love, which targets women. A new national commercial channel TV Pětka was launched in October 2012. Analogue terrestrial television was switched off in June 2012. Digital Terrestrial Television is the most important distribution platform in the Czech Republic serving more than 30% of homes. IPTV has taken off in the Czech Republic with a total of 5 competing offers.

On 6 September 2011 the Parliament of the Czech Republic adopted amendments to audiovisual legislation that concern advertising and teleshopping in public television. From January 2012 advertising was removed from the channels CT1 and CT24 (News). The other channels will continue to have advertising but the time allocated to advertising on CT2 and CT4 should not exceed 0,5% of the daily broadcasting time.



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CZECH REPUBLIC



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CET 21 is a private broadcaster which broadcasts on several channels: Nova (private channel with the biggest market share), Nova Cinema, Nova Sport (sport channel) and MTV Czech Republic. The programming of Nova is composed of news, current affairs, films, original and acquired TV series, documentaries and entertainment programmes. Nova Cinema offers mostly feature films and TV series.

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CZECH REPUBLIC



PRIMA TV

FTV Prima is a private broadcaster which broadcasts on three channels, Prima family, Prima COOL and Prima Love. Prima family's programming is composed of news, current affairs, films, original and acquired TV series, documentaries and entertainment programmes. Prima COOL is an entertainment channel broadcasting mainly American films, TV series, sport and entertainment programmes. Prima Love is a new channel (broadcasting since March 2011) targeted at women, broadcasting films, TV series and talk shows.

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CZECH REPUBLIC



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HBO Czech Republic is the Czech subsidiary of Home Box Office (HBO). It is transmitted by cable and satellite networks and it broadcasts mostly feature films, TV series and documentaries. It operates several channels: HBO, HBO2, Cinemax, Cinemax2 and AXN.

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CZECH REPUBLIC



DENMARK

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The Danish market is the only one in Europe in which public channels, operated by the two public broadcasters, DR and TV2, still attract more than half of average daily audiences. The TV2 channel continues to dominate the market (28.1% of daily audiences in 2010), followed by DR1 (19.2%). The two main public channels therefore account for 47.2% of average daily audiences in 2010 (61.9% in 2006). Despite the creation of various special-interest channels, the entire public sector saw its total audience drop from 72.4% in 2006 to 62.9% in 2010. The most popular private channel is TV3 (Swedish MTG group), with a steady daily market share of 5%. The other main private channels are TV3+ (MTG group, 3.4% daily audience share) and Kanal 5 (ProSiebenSat.1 Media AG), whose daily audience share grew from 2.9% in 2009 to 3.4% in 2010. (Audience Data Source: Eurodata TV Worldwide / Gallup TV meter)

The Danish public authorities decided to privatise TV2 in May 2003, but implementation of this decision was delayed after questions were raised concerning the financing of the broadcaster. In May 2004, the European Commission concluded that TV2 had received illegal public funding and demanded that it pay back EUR 84.4 million to the Danish authorities. An appeal was lodged against the recapitalisation plan and the Court of First Instance of the European Communities set aside the Commission's decision in its judgment of 22 October 2008. In spring 2008, the Ministry of Culture announced that emergency aid would be provided to stabilise TV2, which is heavily in debt. This aid, amounting to EUR 67 million, was approved by the European Commission in August 2008. Finally, in January 2009 the government published a plan aimed at partially transforming TV2 into a pay-TV channel from 2012.



Dicte, 2013. TV2



Lærkevej (Park Road), 2009. Production Company: Cosmo Film

DENMARK

DR TV

DR (Danish Broadcasting Corporation) is Denmark's oldest and largest electronic media enterprise. The corporation was founded in 1925 as a public service organization and the TV channel in 1951. DR does not possess any RTB licence but has signed a public service contract with the Ministry of Culture. The channel is completely financed by public revenues (there are no advertising revenues). DR TV comprises two channels, DR1 and DR2 - and four new channels from November 2009: DR K (Culture, history, music), DR Ramasjang and DR Ultra (Children's programming) and DR3 (Youth). Over the years DR has built up a strong fiction brand, especially on Sunday evenings at 20h. DR has produced a number of award winning tv series, such as *The Protectors* (2010), *Unit One* (2002), *Nikolaj & Julie* (2003), *The Eagle* and *Young Andersen* (2005). And with additional nominations for series like *Better Times* (2004), *The Killing* (2007 and 2008), *Mille* (2009), *Broen* (2011) and *Borgen* (2010) DR has established itself as an important player in the international world of drama production.

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DENMARK



TV2

TV 2 is a publicly owned television station in Denmark based in Odense. The schedule is Public Service driven with emphasis on a fullrange schedule and a strong backbone of Danish produced programming. TV 2's economy is solely based on advertising revenues.TV 2's overall share (21-50) is 30% and the commercial share (21-50) is 49%. TV 2 has five subsidiary stations known as TV 2 Zulu, targeted at youth, TV 2 Charlie, oriented towards older audiences, TV 2 News, TV 2 Film, a non-stop movie channel and TV 2 Fri (leisure channel), as well as the internet-based pay-per-view channel TV 2 Play. TV2 has aired a number of successful Danish TV fiction, such as *Anna Pihl*, *Lærkevej* and *Dicte* (all MEDIA supported).

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TV3 DENMARK

TV3 is one of the channels owned by the Viasat Corporation. They are broadcasting from the UK. There are a number of sister channels like TV3+, TV3 Puls, TV2 Sport, Viasat Film and more. The last few years TV3 has started to include Danish TV-fiction in their schedule and have had success with series like *2900 Happiness* and *Lulu & Leon*.

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SBS TV

SBS TV is part of one of Europe's biggest TV and radio broadcasters, the German ProSiebenSat1 Media. In Denmark SBS TV consists of four TV stations Kanal 4, Kanal 5, 6'eren and The Voice TV plus two radio stations The Voice and Nova.

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DENMARK



FINLAND

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

Finland is one of Europe's most advanced countries in terms of digital broadcasting: analogue terrestrial signals were switched off in 2007 and cable television transmissions have also been fully digitised since 2008. Finland is now turning to second generation digital terrestrial television (DVB-T2). However, these changes have not radically altered the balance in the broadcasting market, where the main players remain the public group YLE (YLE TV1, YLE TV2, YLE Teema and Swedish-language channel YLE FST5), the Finnish private media group Sanoma (Nelonen, JIM, LIV) and Swedish group Bonnier (MTV3, Sub and Nordic Canal+ pay-TV channels).

The public broadcasting group YLE regained some ground in 2010 and had an audience market share of 45.1%. In particular, YLE TV1 stabilised its daily audience market share at 21.6%, whilst YLE TV2 gained more than a percentage point to return to 19.4%. The audience of the first private channel, MTV3, has continued to decline reaching 21.5%, which is a loss of nearly 8% since 2006. (Audience Data Source: EurodataTV Worldwide/Finnpanel)

The Finnish multi-channel distribution market continues to be dominated by cable services. Although there are still more than 20 active operators, the market is becoming more concentrated. In particular, in July 2010, DNA took control of the cable activities of Sanoma Television, i.e. its Welho package.

Due to the popularity of cable television in Finland, satellite and IPTV packages are struggling to break through.



Jälkilämpö (*Latent Heat*), 2009 – Production Company: Kinotar Oy



Alamaailma (*Underworld Trilogy*), 2011 – Production Company: Vertigo Oy

FINLAND



MTV MEDIA

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MTV MEDIA has 10 TV channels: MTV3, Sub, AVA and the MTV3 Channel Package, which is a pay-TV package comprising MTV3 MAX, MTV3 Fakta, MTV3 Leffa, MTV3 Juniori, MTV3 Komedia, MTV3 Sarja and MTV3 SciFi. MTV MEDIA represents CANAL+ pay-TV services in Finland. MTV MEDIA (MTV Oy) is owned by Nordic Broadcasting Oy, which is owned by the Swedish publisher Bonnier AB. The MTV3 Channel Package was launched in November 2006. MTV MEDIA has been representing the CANAL+ pay-TV Services since 2009.

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FINLAND



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Yle is Finland's national public service broadcasting company. Yle operates four national television channels and six radio channels and services complemented by 25 regional radio programmes

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FINLAND



FRANCE

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The channel TF1 still has the largest audience share but only had a daily audience share of 24.5% in 2010, which was 7.1 percentage points lower than in 2006. This was the third consecutive year in which the private channel's daily audience was below 30%. In second and third place respectively were the two public channels France 2 (16.1%) and France 3 (10.7%), both of which are also experiencing a steady decline in their audiences. In particular, France 3 is followed close behind by M6 (10.4%). Following these, eleven channels have audience market shares of between 1 and 4%. These include a number of new free-to-air DTT channels, such as TMC (TF1 Group) and W9 (RTL), which hold market shares comparable to those of the incumbent terrestrial channels, such as Canal+, France 5 and Arte. The new free-to-air DTT channels had a combined daily audience share of 19.7% in 2010, compared with 15.2% in 2009 and 11.1% in 2008. (Audience data source: Eurodata TV Worldwide / Médiamétrie / Médiamat).

The Canal+ group's acquisition of the TPS package in 2007 was challenged in September 2011 by the Competition Authority, which withdrew its decision to allow the merger and fined Canal+ 30 million euros, stating that the company had not met the commitments it had entered into at the time (especially with regard to making channels available to third-party distributors). In addition, Canal+ and Orange, which were for a long time locked in a dispute about rights and channel exclusivity, announced they had reached an agreement in July 2011 on the acquisition by Canal+ of a 33.33% stake in Orange Cinéma Séries, the package that groups together Orange's five premium cinema and fiction channels.

The reform of public audiovisual services, which began in 2008, has continued to generate debate in France. The public broadcasters were combined into a single company (France Télévisions) on 1 January 2010.



Borgia. Produced by Canal+, Atlantique and EOS with the support of the MEDIA TV Broadcasting scheme.

FRANCE



ARTE FRANCE

ARTE is a French-German cultural channel broadcast by a French-German trust consisting of ARTE France and ARTE Deutschland GmbH, each holding a share of 50%. The two country poles deliver proposals for programmes. The central office of ARTE, located in Strasbourg, is responsible for the editorial line of programmes, the programme schedule and the broadcast.

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FRANCE



CANAL J

Canal J is a Children's (4-14) entertainment channel. Magazines, fiction, cartoons, etc.

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FRANCE



CANAL PLUS

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DIRECT 8

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FRANCE



FRANCE 3

National public service broadcaster with 13 regional units. The regions produce and co-produce both regional and national programmes.

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FRANCE



FRANCE 4

Arts, fiction and entertainment channel. Owned by France Télévisions (89%) and Arte (11%).

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FRANCE



LAGARDÈRE ACTIVE (CANAL J, GULLI, FILLE TV, TIJI)

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Entertainment channel targeting female young adults (20 to 30 years old). Programming is composed mainly with TV fictions and magazines. The channel replaced Filles TV in October 2009, which was launched in 2004, targeting 11 to 17 year old girls.

FRANCE



M6

M6
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Second free-to-air commercial generalist channel in France. 48,6% owned by RTL Group.

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FRANCE



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FRANCE



RTL9 (FRANCE)

RTL9 is broadcast via cable and satellite in France, and has also long been broadcast on the analogue terrestrial network in Lorraine (French region located near the Grand Duchy of Luxembourg) and in the Grand Duchy of Luxembourg (but analogue transmissions were shut down in July 2010). RTL9 is jointly owned by Groupe AB and by CLT-UFA.

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Série Club and TF6 (50%-owned), target audiences looking for entertainment and series.

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TF1 INTERNATIONAL

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TV5

Number 1 French-language channel worldwide, reaching 120 million homes across the 5 continents.

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FRANCE



GERMANY

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The television market in Germany is one of the largest in Europe and is also very competitive. More than 37 million households had a TV set at the end of 2010 in Germany, of which 50.2% received television by cable and 44.7% by satellite. The number of households with access to digital television had reached almost 68% by June 2011, according to the figures published by the ALM (Association of State Media Authorities).

Regarding audience share, the public service channels remain strong. The two national public service channels (ARD and ZDF) had a combined share of 25.9% in 2010 (down from 27.8% in 2006). For the first time RTL moved ahead of ARD (Das Erste) in 2010 to become the most popular channel, although only leading by a small margin (a difference of 0.4%). (Audience data source: Eurodata TV Worldwide / AGF / GfK)

Cable represents the most common mode of television distribution, and the digitisation of the network reached almost 43% by July 2011. The sector has experienced major consolidation in the last few years. There are now just four major operators. Kabel Deutschland, the country's leading cable operator, had 8.7 million subscribers in June 2011.

Changes to media legislation were introduced in the 15th amendment to the German Inter-State Broadcasting Treaty signed in December 2010. This addressed a reform of the collection of the licence fee for the public service broadcaster. The Prime Ministers of the German states agreed in June 2010 on a proposal that would impose a charge per household (household tax) rather than a charge per device that can receive broadcast signals. The changes are likely to be implemented from 2013. Future amendments to the Inter-State broadcasting Treaty will address protection of minors, and media concentration.



Welcome to the Club, 2013 - Production Company: Hager Moss Film (supported by the MEDIA TV Broadcasting scheme)



Hindenburg, a TV movie in two parts. Production company: teamWorx 2011 (supported by the MEDIA TV Broadcasting scheme). (Photo: RTL)

GERMANY



ARD – DAS ERSTE

ARD (full name: Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland – Consortium of public broadcasters in Germany) is a joint organization of Germany's regional public-service broadcasters. Together with ZDF, ARD is running the children's programme channel K.I.K.A., an „event“ / current affairs and documentary channel PHOENIX and together with the French TV production house ARTE France, the European cultural programme ARTE. 3sat is jointly run by ZDF, SRG, SSR idée suisse and ARD. Within the programme ARD Digital, ARD broadcasts the additional programmes EinsExtra, EinsPlus and EinsFestival.

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GERMANY



ZDF – ZWEITES DEUTSCHES FERNSEHEN

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Zweites Deutsches Fernsehen (English: "Second German Television"), ZDF, is a public-service German television broadcaster based in Mainz (Rheinland-Pfalz). It is run as an independent non-profit institution, which was founded by all federal states of Germany (Bundesländer). ZDF is financed by television licence fees and advertising revenues. [1] The ZDF is well known for its famous TV formats *heute* (newscast; established in 1963) and *Wetten, dass..?* (entertainment show; established in 1981). [2] Thomas Bellut, the current director general, was elected by the ZDF Television Council in 2011.

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GERMANY



3SAT

3sat is the common full programme by the four public broadcasters ZDF and ARD from Germany, the ORF from Austria and the SRG SSR (Swiss television), completely without advertising slots.

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GERMANY



BR – BAYERISCHER RUNDFUNK

Bayerischer Rundfunk is Bavaria's public broadcasting service with two television programmes which reach most of Western Europe. As part of the ARD network, BR makes a significant contribution to the five main national ARD TV channels in Germany. Feature films and documentaries are a priority.

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The WDR is a public broadcaster based in Cologne. Belonging to the ARD-consortium of public broadcasting stations, the WDR contributes to the output of the national tv-channel "Das Erste" and also produces regional television programmes. The WDR Drama Department commissions tv-movies as well as series, serials, debuts and feature films.

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GERMANY



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SWR is a regional public broadcasting corporation serving the southwest of Germany. The corporation has main offices in three cities: Stuttgart, Baden-Baden and Mainz. It is a part of the ARD consortium. It broadcasts on two television channels and six radio channels, with its main television and radio office in Baden-Baden and regional offices in Stuttgart and Mainz. It is (after WDR) the second largest broadcasting organization in Germany. SWR, with a coverage of 55,600 km², and an audience reach estimated to be 14.7 million. SWR employs 3,700 people in its various offices and facilities.

Martina Zöllner
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Saarländer Rundfunk (Saarland Broadcasting - SR) is a public radio and television broadcaster for the German Bundesland (State) of Saarland, with its headquarters in the Broadcasting House Halberg in Saarbrücken. SR is a member of the ARD consortium.

GERMANY



HR – HESSISCHER RUNDFUNK

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RTL Television is Germanys leading private broadcaster among young viewers (14 to 49 years) and the general public alike. RTL features a strong line-up with highlights in all genres including big entertainment, factual entertainment formats, popular US series, the most popular german daily soap "Gute Zeiten, schlechte Zeiten" (Good Times, Bad Times), fiction formats like the action series „Alarm für Cobra 11“, comedy shows, news programmes like „RTL Aktuell“ and live sporting events such as the Formula 1. RTL Television is part of the The Media Group RTL Germany, one of the leading media companies in Germany.

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GERMANY



VOX TELEVISION

VOX belongs to the RTL-network and doesn't broadcast its own motion picture productions. RTL is also the purchaser for VOX motion picture.

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GERMANY



PROSIEBEN / SAT.1

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GERMANY



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Kabel eins is a private TV channel of the channel network ProSiebenSat1. The programme mainly consists of bought motion feature films and series. Only the entertainment formats with daily news, report-magazines and documentary broadcastings are produced by the channel or by order. Furthermore, the programme contains broadcasts from culture to science to entertainment and appeals to older target groups.

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TELE 5

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TELE 5 is a national Free-TV channel that addresses all viewers with a broad fictional programming of feature films, series and docu-fiction. As a subsidiary of the Tele Munich Group (TMG), TELE 5 has access to their programme catalogue with German - speaking TV rights to more than 5000 feature films, TV movies and mini-series. Additional acquisitions from major studios and independent distributors complement the versatile movie- and series programme.

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GERMANY



KIKA

Der Kinderkanal von ARD und ZDF
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Childrens television channel operated jointly by ARD network and ZDF, series, feature films, magazines, documentaries, news and current affairs programs, specialties and programming days dedicated to topical issues, in-house productions, live broadcasts, numerous first broadcasts, as well as classics of children's programs produced by ARD and ZDF. Offering a large variety of high-quality, target-group-oriented programs free from commercials, for children aged three to thirteen.

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Sky Deutschland AG, branded as Sky, is a German media company which operates a Direct Broadcast Satellite Pay TV platform in Germany, Austria and Switzerland (through Teleclub) offering a collection of basic and premium digital subscription television channels of different categories via Satellite and Cable Television. 21st Century Fox owns 54.5% of Sky Deutschland; the remaining shares are owned by diverse shareholders.

GERMANY



ICELAND

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

All along since the establishment of Icelandic TV in 1966 the major characteristics of the programming is its high percentage of foreign origin. Iceland is a small language community and local production is far more expensive than the price of foreign material. However, local production has developed, both in numbers and quality. In 20 years, 1995-2008, the three main channels, RUV, Stöd 2 and Skjárrinn, almost doubled their production time, from 1.800 hours in 1995 up to 3.500 hours in 2008. The combined local productions remained around 25% of the transmissions.

At present there are ten national channels. New technology, the arrival of specialized channels and not least condensation in the marketplace make this possible. Icelandic channels with some own programming at the end of year 2009 were as follows. (Years of founding in parenthesis): RUV Sjónvarp (1966), Stöd 2 (1986), Omega (1992), Stöd 2 Sport (1995), N4 (1997), Stöd 2 Bíó (1998), Stöd 2 Extra (1998), Skjár 1 (1998), ÍNN (2007), Nova TV (2008).

The archrivals on the market are RUV and Stöd 2. General channels with varied programmes are RUV, Stöd 2 and Skjár 1. The other seven are more or less specialized channels that mostly try to care for the interests of certain audience groups. All but one are transmitted from Reykjavík, the capital of Iceland. N4 is based in Akureyri, “the capital of the North”.

Only four years after the dawn of digital transmissions in Iceland late 2005, six of every ten households in the country had access to a digital receiver. Audiences can tune in to lots of foreign television channels distributed by seven different companies, mostly telecoms, either through cable or antenna. Since 2005 video on demand (VoD) has been offered by some of the telecoms.



Both of these images are from *The Cliff (Hamarinn)*, 2009. Production Company: Pegasus.

ICELAND



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Rikisutvarpid, RUV, The Icelandic National Broadcasting Service, is a public service broadcaster owned by the Icelandic state. RUV is financed by state funding and revenues from advertisements. RUV's income can only be allocated for broadcasting purposes. RUV's television network reaches 99,9% of households; market share in viewing throughout 2010 was 51,7% for RUV TV. According to the Broadcasting Act the main obligation of RUV is to promote the Icelandic language and history as well as Iceland's cultural heritage.

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ICELAND



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ITC Skjarinn is an independent media company which divides into four different media units. The cable service distributes over 60 foreign cable channels including DR1, Discovery, BBC World News and more. The VOD service offers the largest VOD service via IPTV in Iceland. Screen One is a pay TV channel financed by subscription fees and advertising revenue. Its main programming needs are scripted dramas and high quality entertainment content. Screen One also produces its own local programming. Screen One also produces its own local programming, both scripted and entertainment.

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ICELAND



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Stöð 2 (Channel 2) is an ad-supported subscription TV channel founded in 1986. On average 45% of Icelandic households subscribe to Stöð 2. Stöð 2 is a part of 365 Media, Iceland's leading media company. Stöð 2 offers a selection of the world's highest rated TV shows, award-winning series, latest Hollywood blockbuster features, the most popular local programming, scripted and non-scripted as well as daily local news and news related programming. As a brand Stöð 2 operates several other subscription channels including two sports channels and a movie channel.

ICELAND



IRELAND

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

In Ireland the national public service broadcaster remains the strongest player in the TV market while British channels and companies continue to play an important role. The public service channels, RTÉ1 and RTÉ2, had a combined market share of 33.1% in 2010 (almost 5% less than in 2006). The private channel, TV3 (launched in 1998) had a 12.4% market share, and is now the second most popular channel. The other two national Irish broadcasters are the public service Irish language channel TG4, and the entertainment channel 3e (owned by TV3). The five most popular UK channels are ranked in the following order: BBC1, UTV, S4C, BBC2, and Sky 1 (with a combined share of 15.1% in 2010). With the launch of DTT services, the public service broadcaster has also launched additional digital channels (Audience data source: Eurodata TV / AGB Nielsen Media Research)

The introduction of DTT in Ireland was long delayed but is finally under way since the end of 2010. The Broadcasting Authority of Ireland announced in August 2010 that commercial DTT has been ruled out for the time being, but the tender for the Multiplexes may be re-launched in 2013 after switch-off. The multiplexes of the PSB RTÉ were launched in October 2010 as a trial, with the full service "Saorview" launched in May 2011. The total offer now includes the channels RTÉ 1, RTÉ 2, TV3, 3e, TG4, and RTÉ News Now. New services launched by the PSB are the following: RTÉjr (children) RTÉ One + 1, RTÉ Aertel Digital (teletext), and a trial HD service. Switch-off is planned for October 2012.

The Broadcasting Act of 2009 consolidated all previous broadcasting legislation. The Act also established the new broadcasting regulatory authority (the Broadcasting Authority of Ireland – BAI, which merged the Broadcasting Commission of Ireland (BCI) and Broadcasting Complaints Commission (BCC). The BAI was officially launched in October 2009 and now also has responsibility for the regulation of public service broadcasters in Ireland.



Trivia, 2010 – Production Company: Grand Pictures. Developed with the support of the MEDIA Slate Funding scheme.

IRELAND



Raidió Teilifís Éireann, (*Radio [and] Television of Ireland*; abbreviated as RTÉ) is a semi-state organization and the public service broadcaster of Ireland. It both produces programmes and broadcasts them on television, radio and the internet. RTÉ operates two free-to-air television channels, RTÉ One and RTÉ Two. RTÉ One is the main channel providing a comprehensive range of home-produced Irish factual, entertainment, drama and lifestyle programming, which is complemented by selected acquired material. RTÉ Two is a mixed-genre channel appealing to a variety of audiences across the schedule. During daytime its primary focus is children and sports; in the evening it targets viewers of a young mindset with innovative drama, entertainment and key acquisitions.

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IRELAND



TG4 (Irish: TG Ceathair or TG a Ceathair) is a public service broadcaster for Irish-language speakers. The channel has been on-air since October 31, 1996 in the Republic of Ireland and since April 2005 in Northern Ireland. The daily Irish language programme schedule is its core service: seven hours of programming in Irish supported by a wide range of material in other languages such as French and English.

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TV3

TV3 is a commercial free-to-air television broadcaster in the Republic of Ireland and Northern Ireland which launched on September 20, 1998. It was the country's first independent commercial broadcaster. TV3 is operated by the TV3 Group which also consists of television channel 3e and the online service tv3.ie

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IRELAND



ITALY

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

Italy's two most watched channels are still RAI Uno, the first public channel, and the private channel Canale 5 (Mediaset), which had daily audience market shares of 20.7 and 18.8% respectively in 2010. RAI broadcasts more than twenty channels in Italy and five international channels. In May 2010, it absorbed its subsidiary Raisat and the Raisat channels were all renamed. In 2010, all the RAI channels regained a 0.6% market share while the three general entertainment channels of the Mediaset group (Canale 5, Italia 1 and Rete 4) lost 2.7%. Apart from the seventh terrestrial analogue channel La 7, with a stable market share of around 3%, and the children's channel Boing TV (Mediaset group), no channel has a daily audience share of more than 1% in Italy. The incumbent terrestrial general-interest channels still pull in nearly 75% of viewers. (Audience data source : Eurodata TV Worldwide / Auditel / AGB Nielsen Media Research Italy).

This concentration of audience share is all the more surprising in Italy as the country has a large number of channels: there are more than 400 national and nearly 600 regional and local channels. The leading channel operators are the public service broadcaster RAI and the private groups Mediaset and News Corporation, whose subsidiary Sky Italia became the leading Italian television group by operating revenue in 2010.

The Mediaset group controls 42 Italian channels (including one international channel). It also has assets in Spain: in addition to the channel Telecinco, it took control of Cuatro in 2010 and acquired a 22% stake in the satellite operator Digital+. In Tunisia, it has a stake in the channel Nessma TV.

Through its subsidiaries Sky Italia and Fox Italia, News Corporation operates more than 90 channels in Italy, 25 of them targeting other countries. The subsidiary Fox International also broadcasts channels to Germany, Benelux and the Baltic countries.



Dieci Inverni, 2009 – Production Company: Raicinema

ITALY



Rai 1 is the flagship television station of RAI, Italy's national public service broadcaster, and the most watched television channel in the country. Rai 2 is one of the three main television channels broadcast by Italian public television company RAI alongside with Rai 1 and Rai 3. Rai 3 is the third channel of Rai and it offers many public service programmes. Rai Movie, launched in 2003 as RaiSat Cinema World and re-badged in 2006 as RaiSat Cinema, on May 18, 2010 the channel has been re-launched as Rai Movie. It broadcasts mostly Italian films, interviews, backstages and documentaries. Rai 4 is an entertainment television channel, programming includes films, TV series and cartoons. Rai 5 has replaced Rai Extra. It broadcasts programs about art, fashion, dance, opera, theatre, cuisine, travel, documentary films and TV Drama..

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Canale 5 is a classic generalist channel, aimed at the mass family audience. Italia 1 is the Mediaset Group's youngest channel, paying particular attention to the tastes of its audience. Retequattro: offers programmes of traditional shows, much appreciated by women viewers, with programmes aimed at a male audience. Mediaset Italia 2 is a channel dedicated to younger male viewers: TV series, sitcoms, cult cartoons and sports and music programmes. Mediaset Extra is a new thematic channel that offers a selection of archive and current entertainment programmes from the Mediaset network. La5 is the free digital terrestrial channel that offers scheduling dedicated to a modern feminine audience. Iris is a thematic channel dedicated to quality films, although it also broadcast programmes about cinema news, film stars and the most important film festivals

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Sky Italia S.r.l. is an Italian digital satellite television platform owned by News Corporation launched on 1st August 2003, when the former platforms Tele+ (Canal+) and Stream TV (News Corporation and Telecom Italia) merged together. It is similar in many ways to BSkyB's Sky Digital in the United Kingdom and Ireland, and like that network it is a major sports broadcaster

ITALY



LA7 S.R.L.

La7 and La7d are private television channels and they are owned by Cairo Communications. Their programmes are typically oriented to information, films, entertainment and sport.

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ITALY



LA EFFE TV

La EffeTv is a media company of Gruppo Feltrinelli. The show schedule is characterized by information, culture and entertainment, among which Cinema and TV Series.

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NETHERLANDS

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The most important players in the Dutch market are the public broadcasters, with the national channels Ned 1, Ned 2, Ned 3, and all the digital channels grouped together under the Ned 24 banner, as well as the RTL group, whose channels RTL 4, RTL 5, RTL 7, RTL 8 and RTL Lounge are transmitted under Luxembourg law. The third provider, SBS Broadcasting (NET 5, SBS 6 and Veronica), was sold by ProSiebenSat.1 Media AG in May 2011 to Joop de Mol's Talpa Media group, which is associated with the Finnish group Sanoma.

In 2010, the daily audience share of Ned 1 rose by 1.5%, thus enabling the channel to reach 21.5%, which was higher than the figure posted in 2008. Following the public channel in audience share terms are the private channels RTL4 and SBS6 with 14.4 and 10% respectively. Their market shares have actually risen in the past two years. The two other public channels (Ned 2 and Ned 3) each have a daily share of slightly under 7%, while the figure for the four private channels - NET 5, RTL 7, RTL 5 and Veronica - is between 3 and 5%. Eight other channels have a daily audience of between 1 and 2%. (Audience data source: Eurodata TV Worldwide / Stichting Kijkspreker).

The Dutch public service broadcasting system is made up of some twenty national and 350 local broadcasters. On 16 December 2010 the General Court of the European Union handed down a decision in an action for annulment brought by the Netherlands and the Dutch Broadcasting Foundation - NOS, a public service broadcaster, regarding state aid for the latter. After receiving complaints by several Dutch commercial broadcasters, the Commission initiated an investigation regarding the funding of public service broadcasters in the Netherlands. It concluded EUR 76.327 million, plus interest should be repaid by NOS.



Annie MG, 2009 – Production Company: BosBros, with co-producers the broadcasters VRT, VARA & NPS



Het Gordijnpaleis van Ollie Hartmoed produced by Lemming Film co-produced by Willy Waltz (NL), A Private View (BE) and broadcaster VPRO, VRT. Developed with the support of the MEDIA Programme (Slate Funding). Released December 2011

NETHERLANDS



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NETHERLANDS



BNN is a Dutch public broadcasting association supported by the Netherlands Public Broadcasting, and targets teenage and young adult audiences. It produces entertainment and informative television programs, radio programs, and feature films.

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NETHERLANDS



EO is financed by the Dutch government. It transmits on Nederland 1, 2 and 3 which are national channels that transmit by cable and terrestrial network.

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NETHERLANDS



HUMAN

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NETHERLANDS



KRO

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NETHERLANDS



OMROEP MAX

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VPRO is one in the group of the 9 biggest broadcasting associations in the Netherlands. It is financed by license fees and advertising. There are 3 public channels in the Netherlands that transmit by free cable, free satellite, free terrestrial and free digital television. VPRO can be found on all 3 channels.

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NETHERLANDS



NORWAY

The audience of the three public channels of the group NRK increased anew their share in 2011, with a daily audience market share of 41.1% versus 37.5% in 2008. Nonetheless, the channel NRK1, with 30.1%, is still ahead. The group TV 2 and its 5 channels had a combined market share of 25.3%, with TVNorge (ProSiebenSat.1 Media AG) trailing behind with 7.6% and TV3 (Modern Times Group) with 5.1%.

TV3 (MTG), Viasat 4 (MTG) and The Voice TV (ProSiebenSat.1 Media AG) are established in the United Kingdom, requiring them to comply with the Audiovisual Media Services Directive (AVMSD) but not with specific provisions under Norwegian legislation, particularly in respect of programming and advertising.

Several new channels have emerged in the Norwegian market since 2008. For example, Frikanalen, which was launched in October 2008, started broadcasting on the national digital terrestrial television network in 2009. This is an open, non-commercial channel and is owned by around sixty non-governmental organisations. The latest addition is the video gaming channel Ginx TV which signed a distribution agreement with Canal Digital Kabel TV in November 2012.

Norwegian cable television networks are among the most modern in Europe. Just under half of all households subscribe to a cable television service. Norway's two main cable operators are Canal Digital (Telenor) and Get. About a third of households prefer to subscribe to a satellite TV service. As in the other Nordic countries, there are two platforms competing in this market: Canal Digital (Telenor) and Viasat (MTG). Finally, a growing number of homes have chosen to subscribe to an IP protocol TV (IPTV) service. In a country where around 80% of homes have broadband Internet access, the sector is developing apace and includes several competing services: Altibox, Comvie, FastTV, Homebase, Lyse Energi, NextGen Tel or Telenor.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



Hellfjord: Produced by Tappeluft Pictures with the support of the MEDIA TV
Broadcasting scheme.

NORWAY



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Norsk Rikskringkasting (The Norwegian Broadcasting Corporation) is the Norwegian government-owned broadcasting company. It is non-commercial and based on public service principles. NRK is the largest media organisation in Norway. It is a founding member of the European Broadcasting Union.

NORWAY



TV2 NORWAY

TV 2 is the largest commercial television station in Norway and the second largest TV station in Norway. TV 2 started to broadcast in 1992, based on a governmental license to broadcast national commercial terrestrial television.

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NORWAY



TV3 NORWAY

TV3 is a commercial television channel owned by Viasat broadcasting, part of (MTG) Modern Times Group.

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NORWAY



TVNORGE

TVNorge is Norway's second largest commercial channel and went on the air in 1988 as the first advertising supported channel in Norway. TVNorge is part of SBS Discovery Media a Nordic TV and radio network that also includes TV channels FEM, VOX, MAX, TLC and Discovery..

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NORWAY



POLAND

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The most important free-to-air transmission players are still the public group TVP and the two private groups TVN (ITI group) and Polsat. The public channel TVP1 still heads the daily audience figures, with a 19.4% market share (compared with 24% in 2006). TVP2, the second public channel, lost more than 5% of its market share between 2006 and 2010. The two main private channels, TVN and Polsat, have seen their audiences dwindle: their market share in 2010 was 15.2% and 13.8% respectively (against 16.7% and 16.1% in 2006). (Audience data source: Eurodata TV Worldwide / AGB Nielsen Media Research).

Following these four channels, there were six that commanded between 1 and 5% of the audience share. The fragmentation of the audience is encouraging the most important groups, which see the audience of their main channels shrinking, to increase the number of special interest channels. For example in 2011, TVP has 9 national channels and 16 regional services, TVN directly provides 10 channels (and the ITI group controls 17), the group Polsat Cyfrowy has 14, as does the Canal+ Cyfrowy group (a subsidiary of the French group Vivendi). These groups are continuing to announce the establishment of new special interest channels.

After three years of discussions, an act amending the Broadcasting and Licence Fees was finally passed in August 2010.



POLSAT

Polsat is a television broadcaster-commercial station buying movies for all rights. The channel is also available to watch in Sweden. It is active 168 hours per week and free to watch. Polsat is the third national TV channel broadcast via the terrestrial analogue network, it covers more than 72% of the territory and 85% of the population (2006 data). It belongs to the Polsat group of channels. The schedule of Polsat is generalist.

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POLAND



TVP is a Polish public station, operating 2 nation-wide channels (TVP1, TVP2) a number of thematic channels: TVP Info, TVP Kultura, TVP Sport, TVP History, and a satellite channel TVP Polonia. Its main activity is in broadcasting, production, worldwide distribution and acquisition.

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POLAND



CANAL PLUS

Established in 1995, Canal+ is a paid TV channel in Poland, Canal+. Programming of Canal+ focuses on feature films (hits, mega hits and premiere movies) and sport (soccer, motorcycle, racing, NBA and others).

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POLAND



HBO POLAND

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TVN

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SPAIN

Hit by the economic crisis, the Spanish audiovisual market has undergone considerable change: for example, 2008 and 2009 saw developments in TV audience rankings, the reform of RTVE, a merger between Cuatro and Telecinco, a rapid increase in the number of special-interest channels, and the switchoff of analogue terrestrial transmissions.

The public channel TVE La Primera, which led the market in 2009 with a 16.4% daily audience share, confirmed this position in 2010 with a 16% share. It therefore overtook Telecinco, a private channel owned by the Italian Mediaset group, the market share of which has suffered a drop of more than six percentage points since 2006 and is now only 14.6%. Antena 3, controlled by the Planeta de Agostini and Bertelsmann groups, remained in third position but has also lost more than seven percentage points since 2006 and has seen its market share fall to 11.7%. Next, the two most recent additions to the Spanish analogue terrestrial landscape continued to establish themselves: Cuatro (which replaced Canal+ in 2005) with 7% and La Sexta (created by a Spanish-Mexican consortium in 2006) with 6.6%. TVE La 2 followed with a 3.1% daily audience share. The public television channels of the Autonomous Communities also recorded a significant decline: their total market share fell from 15.4% in 2006 to 11.2% in 2010. This decline in the incumbent channels can be explained by the rapid increase in the number of special-interest channels. The audience share of such channels, which was negligible in 2006, may now exceed 2%, as in the case of Antena.Neox or the Disney Channel. (Audience data sources: Eurodata TV Worldwide / Kantar Media)

In spring 2010, a new general law on audiovisual communications was adopted. Debated for six years, its provisions include the creation of a national regulatory authority, the Consejo Estatal de Medios Audiovisuales. This body was set up by a decree of 3 June 2011 but the Partido Popular has announced its intention to abolish it if it won the November 2011 parliamentary elections.

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



ANTENA 3

Antena 3 is a private Spanish terrestrial channel. Its programming is generalist. When it was launched, Antena 3 was the first national private channel in Spain. It is controlled by Planeta de Agostini and RTL Group.

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SPAIN



ARAGON TELEVISION

Aragon Television is the autonomous regional channel in Aragon.

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SPAIN



CANAL 9 – TVV – TELEVISIÓN VALENCIANA

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Spain

Canal 9-TVV is one of the six Spanish regional stations and was created in March 88 although it went on the air only in October 1989 broadcasting for the Valencian Community area covering a population of more than 5 million people in the provinces of Valencia, Castellon and Alicante as well as in the Balearic Islands. Canal 9-TVV broadcasts 6.600 hours yearly in Valencia and Castilian through two channel including in its schedule news, sports, current affairs, game shows, movies, series, sitcoms, animation, documentaries, music and entertainment. In-house production covers a 60% of the total broadcasting time and acquisitions are mainly made in the US, England, Japan, Australia.

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SPAIN



CANAL EXTREMADURA TELEVISION

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Canal is an autonomous public channel of Extremadura. It is broadcast in Spanish with regional coverage and free access.

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SPAIN



CANAL SUR

Canal Sur is the main regional autonomous public channel of Andalusia.

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SPAIN



RTV CASTILLA LA MANCHA

CMT is the first public autonomous channel in Castilla-La Mancha.

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SPAIN



ETB1 – EUSKAL TELEBISTA

EITB is the first communication group of Euskadi. It has more than 25 years of experience in the communication world. During this time it has consolidated as a modern and efficient media that daily goes over to more than one million citizens, to whom it mainly offers information and entertainment.

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Televisió De Catalunya is an autonomous public channel of Catalonia. It is broadcast in Catalonia, with free access, in Catalan. Televisió De Catalunya deals with six different channels: TV3, 33, 3/24, Esports 3, Super 3, 3XL and TV3CAT.

SPAIN



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Televisión Española –TVE – is the national state-owned public service television broadcaster in Spain.

SPAIN



SWEDEN

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The main players in the Swedish broadcasting market are public broadcaster SVT, private Swedish groups Bonnier (TV4 and Nordic Canal+ channels) and Modern Times Group – MTG (TV3, TV6, TV8, Viasat Film and Viasat channels, some of which are broadcast from the United Kingdom), and the German group ProSiebenSat.1 Media AG, whose channels Kanal 5 and Kanal 9 are also transmitted from the United Kingdom.

In 2009, the public channel SVT1 regained its position as the most watched channel in Sweden, with an increased daily audience share of 20.9%, which it increased even further in 2010 (23.2%), ahead of TV4 (Bonnier), which remained below the 20% mark (19.2%) in 2010. SVT2, Sweden's second public channel, dropped to 6.9% (a market share that has virtually been halved in the space of four years) and lost third place in 2009 to TV3 (MTG) with 8.1%. It is followed by Kanal 5 (ProSiebenSat.1 Media AG) and TV6 (MTG), two established channels, and TV3, broadcast from the United Kingdom.

The combined audience share of these six main channels was only 69.4% in 2010, compared to almost 80% four years earlier. Due to this audience fragmentation, the broadcasting groups have increased their range of specialist channels. In terms of total audience share per group, the six SVT channels saw their market share fall from 39.3% in 2006 to 35.2% in 2010, in contrast to the nine TV4 channels, whose share rose from 26% to 31% in 2010. (Audience data source: Eurodata TV Worldwide / MMS Mediamätning | Skandinavien AB)

The main players in the distribution market remain the Swedish groups MTG, TeliaSonera and Teracom, as well as cable operator Com Hem and the Norwegian Telenor group.

The new Radio and Television Act entered into force on 1 August 2010, transposing the Audiovisual Media Services Directive (2007). The Act defines and regulates sponsorship, advertising and product placement. It also creates a new audiovisual regulatory body, Myndigheten för radio och tv (Swedish audiovisual authority), which replaces the radio and television authority (Radio- och TV-Verket, RTVV) and the Swedish audiovisual commission (Granskningsnämnden för radio och TV, GRN)



Drottningoffret (The Sacrifice), 2010 – Production Company: Bob Film. (Photographer: Johan Paulin)



Death of a Loved One 2013 - Production Company: Pampas Produktion (supported by the MEDIA TV Broadcasting scheme) (Photo: Svensk Filmindustri).

SWEDEN



SVERIGES TELEVISION (SVT)

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SVT is the Swedish public service broadcaster financed by a compulsory fee. They had 64 hours of broadcasting per day on all their channels. 26 % of the programming is fiction.

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SWEDEN



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Kanal 5 and Kanal 9 are part of ProSiebenSat1 media group and are transmitting from London. Kanal 5 has an entertainment and feature film profile. Kanal 9 is a series, feature film and documentaries as well as sports and events channel.

SWEDEN



TV4 / C MORE

TV4 Group started its transmissions in 1990. TV4 Group has a range of channels under the TV4 brand. C More (Previously known as Canal+) was started by French Canal+ in 1997 but is now owned by TV4. Canal More is a pay TV service with 15 channels

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SWEDEN



TV3 / TV6 / TV8 / TV10

TV3 started its transmissions in 1987 and was the first commercial channel in Sweden. It has an entertainment and feature film profile. TV6 has a profile of entertainment, sports and fact shows. TV8 has a focus on series and lifestyle. TV10 focuses on sports and documentaries. These channels are all owned by Viasat which is part of MTG (Modern Times Group).

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SWEDEN



VIASAT / VIASAT FILM

Viasat has a range of pay tv documentary and sports channels as well as the eight Viasat Film film channels. Acquisitions for the Nordic market are handled at the London office.

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SWEDEN



TURNER NORDIC AND BALTIC

Turner Broadcasting System International operates versions of core TBS brands, including CNN, TNT, Cartoon Network and Turner Classic Movies, as well as country- and region-specific networks and businesses in Latin America, EMEA and the Asia Pacific region. It runs Pay- and Free-TV-channels, as well as Internet-based services and is a commercial partner with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner's global reach. Currently, TBS operates more than 130 channels in more than 30 languages in some 200 countries around the world. Turner Broadcasting System International, Inc. is a subsidiary of Turner Broadcasting System, Inc. (TBS), a Time Warner company.

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SWEDEN



SWITZERLAND

Source: European Audiovisual Observatory, Mavise database on TV and on-demand audiovisual services and companies in Europe.

Switzerland is a federation made up of 26 cantons and has four national languages: French, German, Italian and Romansch. This is reflected in the organisation of the audiovisual landscape, with French, German and Italian channels having a major presence on the Swiss market.

However, the different language markets are still dominated by the public channels. The public service broadcaster SRG SSR idée suisse provides through its seven operating units seven television channels (three in German, two in French and two in Italian) and seventeen radio stations.



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RSI is part of the group SRG SSR, the Swiss public broadcaster. The Italian unit operates two channels: LA 1 and LA 2. LA 1 is a full service channel aimed at a broad audience. LA 2 is a complementary channel with a focus on sport. There are also children's programs and repeats of news programs from LA 1. The drama editorial line looks for strong and realistic fiction stories. RSI also participates in foreign productions involving a Swiss co-producer within the "Pacte", an agreement aiming to support independent productions, both for cinema and television.

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SWITZERLAND



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RTS is the national French speaking language public service channel in Switzerland. It operates two channels. RTS 1 is a mainstream channel. The prime-time schedule showcases its major in-house productions. RTS 2 complements RTS 1 with sports coverage, documentaries, arts programming and a special strand for young people. RTS also participates in foreign productions involving a Swiss co-producer within the "Pacte", an agreement aiming to support independent productions both for cinema and television.

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SWITZERLAND



SRF is the German language public service channel in Switzerland and operates three television channels. SRF 1 – a high-quality schedule of news and current affairs, light entertainment and arts, with a large proportion of in-house productions – reflects the complex reality of life in culturally diverse Switzerland. SRF zwei gives heavy emphasis to sport, feature films and series. The schedule is aimed more at a younger audience. SRF info offers viewers time-shifted viewing with running repeats of the latest information-based formats – news, sport and the arts. SRF participates in foreign productions involving a Swiss co-producer within the “Pacte”, an agreement aiming to support independent productions both for cinema and television.

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SWITZERLAND



UNITED KINGDOM

The public service channel BBC1 remains the most popular in the UK (with an audience share in 2010 of 20.8%, just 2% down from 2006), followed by ITV1 (16.6%). The UK television market is also one of the largest in Europe with an extensive number of national thematic channels and also many channels that are targeting other countries. This includes a very large number of Arabic, Asian and Turkish channels with an international focus that are licensed in the UK. (Audience data source: Eurodata TV Worldwide / BARB / TNS UK)

In recent years, there have been significant changes to the media ownership landscape. In 2010, the RTL Group sold the Channel Five Group to the UK company Northern & Shell (involved in publishing, Express Newspapers, and adult channels). At the same time Virgin Media began moving out of the broadcasting sector in order to focus on its distribution business. In June 2010, Virgin Media sold Virgin Media Television to BSkyB (including the Bravo, Challenge, Living, and Trouble brands). The company was re-branded as the Living TV Group. The last broadcasting interests of the company: 50% share in the UKTV channels, a joint-venture with the BBC Worldwide, were sold to the US company Scripps Networks in August 2011. Finally, in 2011 ITV PLC took over Channel Television, the company with the channel 3 licence for the Channel Islands. Aside from STV and UTV, ITV PLC now holds all the channel 3 licences.

In 2010 News Corporation announced its intention to increase its ownership of BSkyB (from 39% to 100%). However, following the phone-hacking scandal and pressure from parliament the bid was eventually withdrawn. Ofcom, following a request of the Culture Minister, launched a consultation in October 2011 in order to review ownership and plurality in the UK media.

Analogue switch-off is well under way in the UK and the planned completion date is October 2012. HD channels are being made available in areas in line with their switch-off of analogue services. Currently this includes BBC HD, ITV1 HD, Channel 4 HD, S4C HD, STV HD, (and from 2012 also FIVE HD)

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.



The Promise, 2011 – Production Company: Daybreak Pictures



Hinterland, 2013 – Production company: Fiction Factory

UNITED KINGDOM



The BBC is the largest broadcasting organisation in the world. Its mission is to enrich people's lives with programmes that inform, educate and entertain. It is a public service broadcaster, established by a Royal Charter and funded by the licence fee that is paid by UK households. The BBC uses the income from the licence fee to provide services including 8 national TV channels plus regional programming, 10 national radio stations, 40 local radio stations and an extensive website. BBC World Service broadcasts to the world on radio, on TV and online, providing news and information in 32 languages. It is funded by a government grant, not from the licence fee. The BBC also has a commercial arm, BBC Worldwide. Its profits are returned to the BBC for investment in new programming and services.

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UNITED KINGDOM



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UNITED KINGDOM



BBC WALES

BBC Cymru Wales (also known as English: BBC Wales or Welsh: BBC Cymru) is a division of the British Broadcasting Corporation for Wales. Based at Broadcasting House in the Llandaff area of Cardiff, it directly employs over 1200 people, and produces a broad range of television, radio and online services in both the Welsh and English languages. Outside London, BBC Wales is the largest BBC production centre in the United Kingdom, partly due to its additional slate of Welsh language programmes for BBC Radio Cymru and the Welsh language television channel S4C.

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BBC Northern Ireland (Irish: BBC Thuaisceart Éireann / Ulster Scots: BBC Norlin Airlann) is the main public service broadcaster in Northern Ireland. The organisation is one of the three national regions of the BBC, together with BBC Scotland and BBC Wales. Based at Broadcasting House, Belfast, it provides television, radio, online and interactive television content. BBC Northern Ireland currently employs 700 people, largely in Belfast.

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UNITED KINGDOM



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BBC Scotland (Gaelic: BBC Alba) is a constituent part of the British Broadcasting Corporation, the publicly-funded broadcaster of the United Kingdom. It is, in effect, the national broadcaster for Scotland, having a considerable amount of autonomy from the BBC's London headquarters, and is run by the BBC Trust, who are advised in Scotland by the Audience Council Scotland. Its Scottish headquarters and studios are at BBC Pacific Quay on the south bank of the River Clyde, beside the STV headquarters and the Glasgow Science Centre.

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Channel 4 is a public service for information, education and entertainment. The Broadcasting Act 1990 requires that Channel 4 programmes shall: appeal to tastes and interests not generally catered for by ITV, encourage innovation and experiment, be distinctive, maintain a high general standard and a wide range, include a proportion which are educational, provide high quality news and current affairs, include proportions which are European and are supplied by independent producers.

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UNITED KINGDOM



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ITV is the biggest commercial television network in the UK, broadcasting the most talked about television and making a major contribution to the UK's culture, economy and communities. The ITV Network is made up of 15 regional licences, providing television to viewers across the UK. 11 of the licences in England and Wales are owned by ITV Plc, formed in 2004 following the merger of Carlton and Granada. SMG owns the two Scottish licences, Scottish Television and Grampian; UTV and Channel Television own the licences for Northern Ireland and the Channel Islands respectively.

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UNITED KINGDOM



BSKYB

Sky One is an entertainment channel (with simulcast in HD). In addition to providing a television satellite service to subscribers (over 9.3 million households at the end of March 2011), BSKYB also has a portfolio of TV channels: Sky1, Sky Living, Sky Atlantic, Sky Arts 1 & Sky Arts 2, Sky 3D and Challenge.

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UNITED KINGDOM



UKTV

UKTV is a major industry player and one of the most important and successful multi-channel providers in the UK. Formed in 1997, it is an independent commercial joint venture, between Virgin Media and BBC Worldwide, the commercial arm of the BBC. Attracting 36 million viewers each month, the network offers a broad range of quality programming across its entertainment, lifestyle and factual offerings - Watch, GOLD, Dave, Alibi, Eden, Blighty, Yesterday, Home, Really and Good Food. UKTV currently operates 24 broadcast streams when multiplexes (+1s) and HD channels are taken into account, and complementary websites for every channel brand. The success of UKTV is based on its programming including award-winning shows from the BBC and an increasing number of original commissions (around 700 hours a year) and acquisitions. All ten UKTV channels are available on Sky Digital and Virgin Media, with Dave, Yesterday and Really also on Freeview.

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UNITED KINGDOM



S4C has a statutory obligation to broadcast to a majority of Welsh language output during peak viewing hours (1800 – 2200). The schedule provides a wide variety of popular TV – drama, entertainment, sports, music, news and current affairs, games and quizzes, youth and children's programming.

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UNITED KINGDOM



STV's broadcasting business incorporates two licences – one for the north of Scotland and one for central Scotland. Together, these services produce dedicated regional programming to over three and a half million viewers across Scotland each week. STV's wide range of programming reflects Scotland's distinctive political, legal, educational, cultural and sporting institutions via news, current affairs and non-news programming, including original drama and factual documentaries. News is at the heart of both services, with STV News bringing viewers live, comprehensive and up-to-the-minute news from across the region with regular evening news programmes and bulletins throughout the day.

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UNITED KINGDOM



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